



Jim Wang for ND Judge 2016 #1

Agency:

Advertiser: Jim Wang

Buyer:

Product:

Estimate #:

Length(s): :30

Proposal #: 404393

Market [Rank]: FARGO-VALLEY CITY [115]

Book(s): Nov-15FARGO-VALLEY CITY

Flight Dates: 10/12/16 - 11/07/16

Note:

All rates are subject to change after 5 business days of this quote. WDAY-TV has a standard 2 week cancellation policy. WDAY-TV posting policy is to 90% of total purchased points as presented in this avail. Note: Forum Communications Company and WDAY/WDZ/EDAY-TV do not and shall not discriminate, in any way on the basis of race, ethnicity, or gender, respecting their advertising practices.

Station Contact:

Name: Josh Rohrer

Phone: (701) 241-5362

Fax:

Email: jrohrer@wday.com

Station Assistant:

Name:

Phone:

Fax:

Email:

Program	Rate	Oct 12	Oct 17	Oct 24	Oct 31	Nov 7	Cost	A35+ RTG CPP			
DP Days Time	Weeks						Spots				
WDAY+											
First News Hour 1	\$25	-	-	-	2	2	\$100	1.1			
M M-F 5:00A- 6:00A	2						4	\$22.73			
WDAY/WDZ News at 5	\$100	-	-	-	-	1	\$100	9.5			
R M-F 5:00P- 5:30P	1						1	\$10.53			
WDAY/WDZ News at 6	\$250	-	-	-	2	1	\$750	13.6			
R M-F 6:00P- 6:30P	2						3	\$18.38			
WDAY/WDZ News at 10	\$350	-	-	-	1	1	\$700	12.0			
T M-F 10:00P-10:35P	2						2	\$29.17			
10P News Sunday	\$350	-	-	-	1	-	\$350	10.5			
T SUN 10:00P-10:35P	1						1	\$33.33			
Weekly Subtotals		-	-	-	6	5	\$2,000				
							11				

Demo breakdown:	Spots	Cost	GRP/GI	CPP/CPM	Reach	Frequency	Net Reach	Population
A35+R	11	\$2,000	89.20	\$22.42	36.43	2.45	112,839	309,742

Dayparts: R - EARLY NEWS; T - LATE NEWS; M - MORNING

Client Signature: _____ Date: _____